RELATED APPLICATIONS

[0001] This patent application is related to the following patent applications, each of which are commonly assigned to assignee of this application, and hereby incorporated by reference:

[0002] "Related Term Suggestion for Multi-Sense Query", filed on 04/15/04;

[0003] U.S. Patent Application no. <to be assigned>, titled "Reinforced Clustering of Multi-Type Data Objects for Search Term Suggestion", filed on 04/15/04; and

[0004] U.S. Patent Application no. 10/427,548, titled "Object Clustering Using Inter-Layer Links", filed on 05/01/2003.

TECHNICAL FIELD

[0005] Systems and methods of the invention pertain to data mining.

BACKGROUND

[0006] A keyword or keyphrase is a word or set of terms submitted by a Web surfer to a search engine when searching for a related Web page/site on the World Wide Web (WWW). Search engines determine the relevancy of a Web site based on the keywords and keyword phrases that appear on the page/site. Since a significant percentage of Web site traffic results from use of search engines, Web site promoters know that proper keyword(s) selection is vital to increasing site traffic to obtain desired site exposure. Techniques to identify keywords relevant to a Web site for search engine result optimization include, for example,